Synopsis

" IMPACT OF E- BANKING SERVICES IN MAHARASHTRA; WITH SPECIAL REFERENCE TO PARBHANI DISTRICT"

A Synopsis submitted for the degree of
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SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

Submitted by

Mrs. DIKSHA LIMBAJI BHADRAGE
(M.Com, B.Lib)
E-Mail ID:-diksha.bhadrage777@gmail.com
Mob. No. 9604528231

Research Supervisor

DR. CHALINDRAWAR GANESH KISHANRAO
(M.Com. MBA., M. Phil., Ph.D.)
Associate Professor & Research Supervisor
Department of Commerce and Management Science
MSP Mandal's Shri Shivaji College, Parbhani.
E-Mail ID:-ganeshchalindrawar21@gmail.com
Mob.No. 9403543965.

Research Centre

Late Sow. Kamaltai Jamkar Mahila Mahavidyalaya,
Jintur Road, Parbhani-431401. (MH)

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" IMPACT OF E- BANKING SERVICES IN MAHARASHTRA; WITH SPECIAL REFERENCE TO PARBHANI DISTRICT"

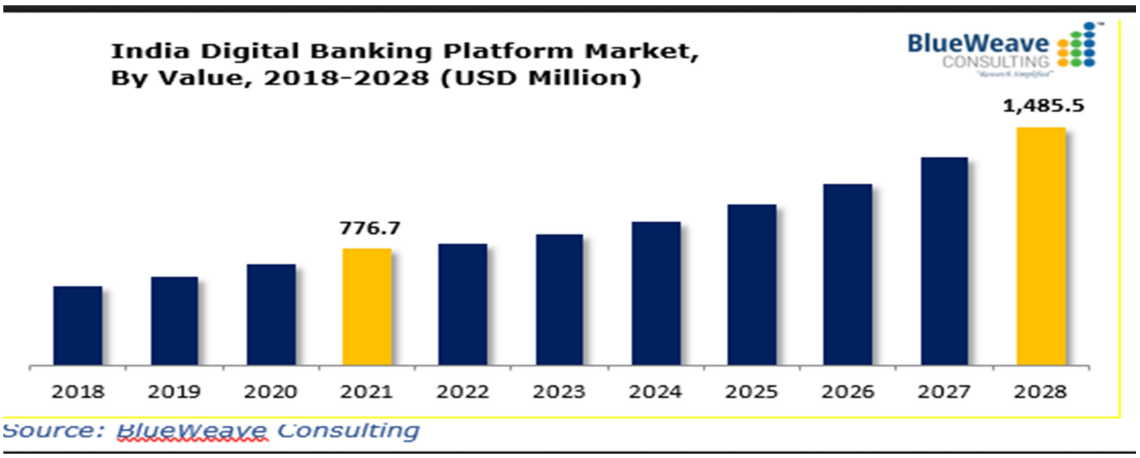
1.0 Introduction

1.1 Introductory

E-banking has become a crucial component of contemporary financial systems in today's quickly changing digital environment, revolutionizing how people and corporations access and manage their money. E-banking, also known as electronic banking is the practice of conducting banking operations through digital platforms like the internet, mobile applications, and automated teller machines (ATMs). These platforms provide services ranging from basic financial operations like checking balances to more complex ones like loan applications, investment management, and bill payment.

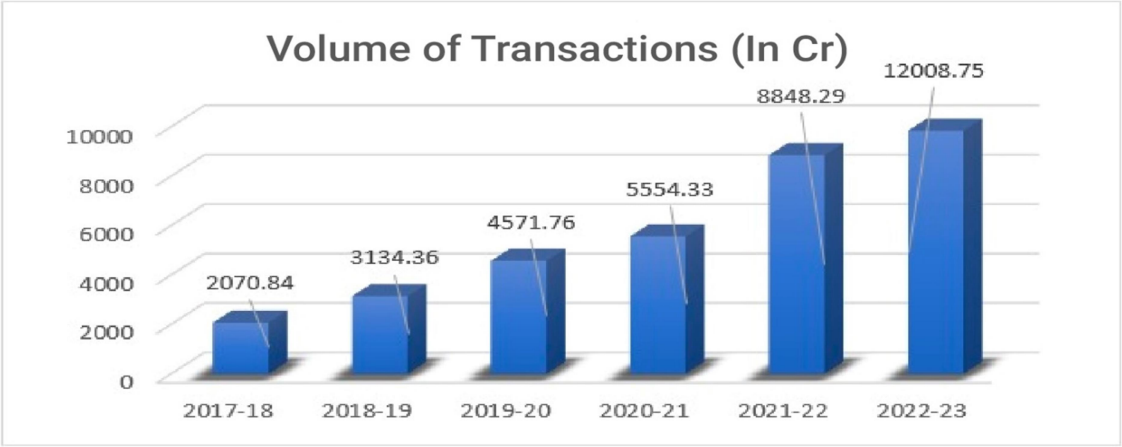
E-banking services have grown significantly in India, a nation with a large population and a diverse terrain, especially in urban and semi-urban areas. Nonetheless, there are significant differences in adoption and satisfaction levels amongst states, regions, and customer segments. Maharashtra, a state having a strong financial system and a sizable

Digital banking in India is expected to grow with a CAGR of 23.1% from 2022 to 2030. NBFC growth is also estimated to hit $5 trillion in 2024. E-Banking existed as an additional service before COVID-19. However, after the pandemic, globally, the concept of Internet banking has changed. Indian banks have achieved phenomenal growth by adopting digital technologies. Banks hope to have a multi-dimensional relationship with customers to improve banking services.



source:-https://www.blueweaveconsulting.com/

Digital Payment Dashboard has been integrated with Integrated with 118 public sector, private sector, payments, regional rural and foreign banks. In FY 2021-22, 8,840 Crores Digital Payment Transactions were achieved with 87.20% Current & Savings Accounts seeded with Aadhaar Number, 81.05% Current & Savings Accounts seeded with Mobile Number



Source:-https://www.rbi.org.in

1.2 History

Over the past few decades, electronic banking, or e-banking, has fundamentally changed the banking industry. Its explosive growth has been driven by technological

developments and the growing need for convenient, round-the-clock access to banking services. E-banking's history dates back to the early days of computers and the internet, and it has since undergone several stages of development, each of which has been characterized by advancements in technology and shifting customer demands.

1. The Pre-Computer Era: Early Innovations and Manual Banking was entirely manual prior to the development of electronic systems, depending on paper records and in-person contacts. Early examples of automation in the banking industry started to appear in the 1960s. For example, bank card systems (such as charge cards) enabled consumers to take out cash or pay with plastic cards.

2. **The 1970s: The Inception of Automation with Electronic Systems and ATMs**: The first notable change in banking automation occurred in the 1970s. When the Automated Teller Machine (ATM) was first developed, it completely changed how consumers could access their money. Although the first automated teller machine (ATM) was introduced in the United States in 1969, the true expansion started in the 1970s when ATMs were placed by banks all over the world. Without going to a bank branch, customers could check their balances, withdraw cash, and carry out other standard banking tasks. Apart from automated teller machines, banks also started experimenting with other early electronic systems including electronic funds transfer (EFT), which made it possible for banks to electronically move money between accounts.

3. The 1980s: The Development of Early Online Banking and Telebanking: Telebanking was introduced in the 1980s, enabling users to conduct simple transactions and access their bank accounts via the telephone. This served as a model for increasingly advanced electronic banking systems. Consumers could use telephone lines to pay bills, transfer money, and check their accounts.

4. The Internet Revolution and the Development of Online Banking in the 1990s The Internet Age began in the 1990s, and the financial industry started to quickly transition to the digital sphere. Online banking became popular after the World Wide Web was introduced. Banks began creating internet banking systems by the middle of the 1990s, enabling users to conduct financial transactions using computers. One of the earliest online banking services was introduced by Stanford Federal Credit Union in the US in 1994,

enabling customers to check account details and make money transfers online. With the advent of web-based financial systems, the potential for banking operations was significantly increased. Consumers were no longer required to go to actual bank locations to complete activities like loan applications, bill payment, balance checks, and money transfers. The first fully functional online banking platform was launched in the United States by Bank of America in 1995. In the development of e-banking, this was a crucial point since it paved the way for online banking to gain popularity.

5. **The 2000s: Secure Online Transactions, e-Wallets, and Mobile Banking** The need for easier ways to obtain banking services increased along with the growth of the internet. Mobile banking, which allowed users to access banking services via their phones, emerged in the 2000s. Mobile banking gained popularity as smartphones and mobile applications became available. With the 2007 release of the iPhone, cell phones become a crucial component of online banking. PayPal, which allows users to send and receive money securely online, rose to prominence in the digital payments and e-wallet industries in 2009. With the introduction of mobile banking apps and mobile payment systems by 2010, customers could use their cell phones to access account information, make transfers, and pay bills. Banks have used new encryption technologies and secure sockets layer (SSL) certificates to safeguard customer data and stop fraud in order to guarantee the security of online transactions. The security of online banking services was further strengthened with the implementation of two-factor authentication.

6. The 2010s: FinTech and Improved Mobile Banking as part of the Digital Transformation: The rise of FinTech (Financial Technology) firms in the 2010s signalled a dramatic shift in the history of online banking. These businesses offered customers cutting-edge financial services such crypto currency platforms, peer-to-peer lending, mobile banking apps, robo-advisors, and payment processing. FinTech businesses upended established banking models by providing more adaptable, user-friendly solutions.

In order to provide individualized banking experiences, banks also started incorporating machine learning and artificial intelligence (AI) into their systems. Predictive analytics, voice assistants, and chatbots driven by AI have become standard tools for improving fraud detection, customer support, and product recommendations.

Since smartphones have become the main tool for financial transactions, mobile banking has become widely used. Peer-to-peer payment systems like Google Pay, Phonepe, Paytm, Bhim app, Amazon Pay, as well as contactless payments and transactions based on QR codes, have grown in popularity.

By introducing digital wallets, e-KYC (Know Your Customer) systems, and blockchain-based solutions to streamline and protect financial transactions, governments in numerous nations also began to promote digital financial inclusion.

7. The 2020s: The Age of Open Banking and Digital-Only Banks

The e-banking scene had advanced to a new level of complexity by the 2020s. Neobanks, or digital-only, app-based banks without physical branches, have grown to be a prominent trend. Compared to traditional banks, these banks—Chime, Monzo, and Revolut, for example—offered a comprehensive range of financial services with more user-friendly features and less rates.

Open banking gained popularity at the same period. Through the use of secure APIs, open banking enables financial institutions to share banking data, giving consumers access to a greater variety of financial services and products from many suppliers. The goals of this development were to increase competition, boost client satisfaction, and encourage innovation in the financial services sector.

The way people deal with money and banking has changed even more as a result of the continued acceptance of blockchain technology, cryptocurrencies, and decentralized finance (DeFi). Blockchain technology and digital currencies are creating new avenues for safe, open, and effective financial transactions.

8**. Electronic Banking's Future**-Future developments will likely see e-banking further incorporated with new technology. Additional advancements in digital banking are anticipated as a result of the ongoing growth of artificial intelligence, biometric authentication, 5G networks, and quantum computing. It is anticipated that e-banking would become more automated, smooth, and personalized, providing clients with a financial experience that is increasingly digitally first.

Furthermore, financial inclusion and sustainability will remain significant drivers in the evolution of e-banking as more clients, particularly those in rural and underserved areas, acquire access to digital banking services.

1.3 Meaning and Definition

E-banking, often known as electronic banking, is the use of digital platforms such as computers, cell phones, or ATMs to access banking services rather than visiting a physical branch. It allows users to easily and securely manage accounts, transfer payments, pay bills, buy online, invest, and apply for loans from anywhere, at any time. E-banking, which includes mobile apps and online portals, provides consumers and businesses with time-saving, efficient, and cost-effective solutions, transforming traditional banking by giving quick and seamless access to financial services. Definitions of E-banking are as fallows

1. **Reserve Bank of India (RBI):** "Electronic banking, or e-banking, refers to banking services that are delivered through internet-based systems, ensuring customers can access financial products and services anywhere, anytime, without visiting a branch."
2. **According to Singh and Malhotra (2004):** "E-banking refers to the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels."
3. **From Basel Committee on Banking Supervision (1998):** "Electronic banking is the provision of retail and small-value banking products and services through electronic channels, including ATMs, the internet, mobile phones, and other electronic delivery channels."

1.4 Objectives of E- Banking

The E-banking revolve around enhancing accessibility, convenience, and efficiency in banking services through digital platforms. By accessing underserved communities, it seeks to enhance financial inclusion, lower operating costs, and offer safe, real-time financial transactions. Users can access financial services from anywhere at any time thanks to e-banking, which promotes a smooth client experience. It also encourages openness and economic efficiency by supporting the shift to a cashless economy.

1. **Improving Customer Convenience**: Online banking provides 24/7 access to financial services, allowing users to transact whenever it is most convenient for them, independent of physical branch hours.

2. **Lowering Operational Costs**: E-banking lowers operational costs for financial institutions by automating services and reducing the requirement for physical infrastructure.

3. **Broadening Market Reach**: Banks may now reach a wider range of clients, especially those in rural or distant places, by extending their services beyond geographic boundaries thanks to e-banking.

4. **Improving Service Quality**: By offering quicker and more dependable financial solutions, e-banking increases client happiness and loyalty through prompt and effective services.

5. **Encouraging Financial Inclusion**: E-banking is essential for integrating unbanked people into the official banking system, which fosters inclusivity and economic growth.

6. **Strengthening Security Measures**: By incorporating cutting-edge security protocols into e-banking, client information and transactions are protected, which increases confidence in online banking platforms.

7. **Fostering Innovation in Financial Services**: By encouraging the creation of new financial services and products, e-banking helps the banking industry become more innovative and competitive.

8. **Simplifying Banking Procedures**: E-banking's automation and digitization of banking procedures boost productivity and cut down on processing times for a range of banking operations.

9. **Promoting Environmental Sustainability**: E-banking helps to preserve the environment by lowering the need for in-person branch visits and paper-based transactions.

10. **Offering Competitive Advantage**: By catering to the shifting tastes of tech-savvy customers, financial institutions can maintain their competitiveness in the quickly changing financial landscape by providing e-banking services.

1.5 Features of E- Banking

E-banking, or electronic banking, is the use of digital platforms such as the internet, mobile apps, and ATMs to access banking services. One of its most important functions is account management, which allows clients to examine account balances, track transaction history, and control various elements of their accounts online. Users can also quickly transfer funds between accounts within the same bank or to another bank. This convenience has made e-banking a popular choice for many people, especially for regular banking transactions.

In addition to fundamental banking tasks, bill payments are an important aspect of e-banking. Customers can pay utility bills, credit card payments, taxes, and other recurring expenses immediately online without having to visit physical locations. Many banks also provide online shopping payments, which allow users to make secure transactions on e-commerce websites using their bank accounts or associated debit/credit cards, improving the overall user experience in the digital marketplace. Mobile banking has also become an important factor, with specialized apps allowing clients to do financial operations on the go.

Another key characteristic of e-banking is its 24/7 accessibility, which allows clients to access banking services at any time and from any location, without regard for branch hours. This is especially advantageous for people who have busy schedules or live in remote places. The availability of loan and credit services online adds to the convenience, as consumers may apply for personal loans, house loans, or credit cards directly from their bank's website or app. Furthermore, e-banking has made it easier for customers to manage their investments, such as mutual funds, fixed deposits, and stocks, using their bank's digital interface.

Security is a top priority in e-banking and modern platforms use advanced security features like multi-factor authentication, encryption, and biometric login to protect consumer data and transactions. Furthermore, e-banking allows for automated alerts that advise consumers about their account activity, payment due dates, and any suspicious transactions. With paperless banking becoming the standard, e-banking dramatically lowers the need for physical paperwork, providing a more environmentally friendly and effective way to manage finances. Furthermore, many platforms now include specialized financial tools such as budgeting, spending tracking and financial planning, making it easier for users to monitor and handle their financial situation.

1.6 Need of E- Banking

The need for e-banking in Parbhani District, Maharashtra, is growing as technology and digital connectivity advance. Traditional banking systems can offer difficulties in rural and semi-urban locations, such as restricted access to branches and long travel distances. E-banking provides a solution by allowing clients to manage their accounts, transfer payments, pay bills, and access other financial services from anywhere at any time. This accessibility is especially essential in locations like Parbhani, where the infrastructure for physical banking is less established, and allowing locals to conduct financial transactions from the comfort of their homes.

E-banking also contributes greatly to financial inclusion by offering a simple and efficient alternative to traditional banking services, particularly for people who do not have easy access to branch locations. It enables rural people to open accounts, apply for loans, and access numerous banking products online, helping to overall economic growth. In a district like Parbhani, where internet and mobile phone usage is growing, e-banking assures that even low-income persons may participate in the official financial system, strengthening their financial independence and access to important services.

Furthermore, e-banking meets the increasing needs of modern consumers by providing convenience, security, and efficiency. With busy lifestyles and the development of digitally savvy people, the ability to handle funds online has become essential.

E-banking services fulfil today's consumer expectations by offering safe transactions, personalized financial tools, and 24/7 accessibility. As digital usage increases in Parbhani, the requirement for user-friendly, dependable e-banking services becomes critical in ensuring that customers benefit from improved banking experiences while preserving trust in digital platforms.

1.7 Scope of E- banking

E-banking, or electronic banking, refers to the use of technology and the internet to offer banking services. It covers a wide range of activities that can be done online or through mobile apps. The scope of e-banking is growing rapidly, as technology continues to advance.

E-banking, often known as electronic banking, refers to how financial institutions employ electronic platforms and technology to provide banking services to its consumers. It includes a wide range of banking transactions that can be completed via the internet or mobile devices. The scope of e-banking is large and expanding as technology progresses. Here's a breakdown of its main components.

1. **Online banking**-Customers can manage their accounts and conduct banking activities through a web browser. Key services include:

- Account management (checking balances and reading statements)
- Transferring funds (inside or between banks)
- Bill payments (utilities, taxes, etc.)
- Applying for a loan or credit card
- Investment services include stocks, bonds, and mutual funds.

2. **Banking via mobile**- Using smartphones and mobile apps to access financial services is known as mobile banking. Because of its accessibility and ease of use, this service is particularly well-liked. Key services include:

- Checks of account balances
- Mobile money transfers (such as P2P payments and account-to-account transfers)
- Branch locator and ATM Payment services (such as mobile wallet integration and QR code payments)

3. **Self-service terminals and ATMs** - ATMs are a crucial part of e-banking, providing users with access to cash, check deposits, balance inquiries, and transfers outside of usual business hours, although not being entirely internet-based.

4. **Digital payments and e-wallets**- Users can store and move money online via e-wallets, which are digital wallets that mimic real wallets. PayPal, Apple Pay, Google Pay, Phonepe, Bhim app, Paytm and other crypto currency wallets are well-known instances.

5. **Credit and Loan Services Online**- The procedure is streamlined and made quicker and more effective by the availability of online loan, credit card, and mortgage applications from numerous banks and financial organizations.

6. **Security of Online Banking**- Online transaction security measures are growing along with e-banking. User data is protected from online dangers by features including encryption techniques, biometric authentication (facial recognition/fingerprint), and two-factor authentication (2FA).

7**. Tools for Managing Personal Finances**-Numerous banks provide integrated solutions to assist customers in managing their money. These resources can offer information about budgeting, saving, spending, and even goal-setting.

8. **Banking Open** -A recent advancement in online banking is open banking, which enables outside developers to build services and apps using a bank's data. More individualized services, such investment recommendations or budgeting applications, may arise from this.

9. Innovations in Digital Banking - Digital banking has revolutionized the financial sector by introducing innovative technologies that enhance accessibility, security, and user experience. From real-time payment systems like UPI to AI-powered chatbots and block chain technology, these advancements cater to evolving customer needs and promote financial inclusion. These innovations not only streamline banking operations but also support the transition toward a cashless, digitally empowered economy.

1. **Unified Payments Interface (UPI):** India's UPI is a ground-breaking platform enabling instant, real-time interbank transactions via mobile phones. It integrates multiple bank accounts in a single app, supports QR-based payments, and has driven the shift toward a cashless economy with features like autopay and recurring payment options.
2. **Mobile Banking Applications:** Banks have introduced sophisticated mobile apps with AI-powered features such as personalized financial insights, expense tracking, and budgeting tools. These apps allow customers to perform transactions, apply for loans, and manage investments conveniently.
3. **Chatbots and AI Assistants:** AI-driven chatbots like HDFC's EVA or SBI's SIA provide 24/7 customer support, handling queries, resolving issues, and assisting in transactions without human intervention, significantly enhancing customer experience.

4. **Blockchain Technology:** Blockchain is being utilized to secure transactions, streamline cross-border payments, and introduce smart contracts. It ensures transparency and reduces fraud in areas like trade finance and loan processing.
5. **Biometric Authentication:** Advanced biometric systems, such as fingerprint scanning, iris recognition, and facial recognition, are being used for secure login and transaction authorization, enhancing security and reducing fraud.
6. **Digital Lending Platforms:** FinTech platforms and digital banks are leveraging AI and machine learning to offer instant, paperless loans with quick approval processes, assessing creditworthiness through alternative data like social profiles and transaction history.
7. **Voice-Enabled Banking:** Voice recognition technology is integrated into digital banking to enable hands-free transactions and inquiries. Users can transfer funds, check balances, and pay bills through voice commands.
8. **Wearable Banking:** Smart watches and fitness bands now offer banking features, including balance checks, contactless payments, and transaction alerts, providing an enhanced user experience.
9. **Open Banking APIs:** Open banking enables third-party developers to build applications and services around banks, providing consumers with tailored financial products, investment options, and personalized dashboards.
10. **Contactless Payments:** Innovations such as NFC-based tap-to-pay cards and mobile wallets (e.g., Google Pay, Apple Pay) enable quick, secure transactions without physical cash or card swipes.
11. **Digital KYC (Know Your Customer):** Banks now offer fully digital KYC processes using Aadhaar-based verification and video KYC, enabling faster customer on boarding and reducing paperwork.
12. **Robo-Advisors:** Digital platforms now offer AI-driven investment advisory services that analyze user profiles and market trends to suggest tailored investment options and wealth management solutions.
13. **Cyber security Enhancements:** Banks are adopting advanced cyber security measures like behavioural analytics, machine learning-driven fraud detection, and end-to-end encryption to protect users against cyber threats.
14. **Embedded Finance:** Digital banking is integrated into non-financial platforms such as e-commerce and ride-hailing apps, enabling seamless financing options like BNPL (Buy Now, Pay Later) and in-app payments.

10. **Frameworks for Regulation and Compliance** - Since e-banking has become more popular, regulations have been created to guarantee safe and dependable online transactions. One example is PSD2 (Payment Services Directive 2) in Europe, which encourages competition and innovation in e-banking while maintaining consumer security.

1.8 Importance E- Banking

E-banking has become more significant since it enables customers to conveniently access financial services from anywhere at any time. While traditional banking customers sometimes have to visit physical offices during business hours, e-banking allows them to use computers or mobile devices to accomplish most of their banking tasks from the comfort of their homes or while on the go. Banking services are now more broadly accessible due to this convenience, which saves customers time and reduce the need for drawn-out bank visits. E-banking makes it simple and convenient for people to manage their accounts, whether they are used for balance checks, bill payment, or financial transfers.

The security features that e-banking offers are another crucial aspect of its importance. As more people rely on digital platforms for financial transactions, banks have adopted robust security measures to protect customers from cyber threats. Features such as two-factor authentication (2FA), encryption, biometric identification (fingerprints or facial recognition), and fraud detection systems are designed to ensure safe transactions. These technologies give customers peace of mind when conducting online transactions, knowing their personal and financial information is well-protected against hackers and fraudsters.

Additionally, e-banking is essential for increasing the effectiveness of banking operations. By offering online services, banks can cut costs by doing away with the necessity for physical branches and on-site employees. Additionally, it enables quicker transaction processing for loan applications, bill payments, and financial transfers. Routine chores can be handled by automated technologies, freeing up banks to concentrate on offering consumers more individualized services. By offering personalized financial advice, helping with customer support via chatbots, and expediting the loan approval process, the application of AI and machine learning in e-banking further improves efficiency.

Lastly, financial inclusion requires e-banking. E-banking enables people to engage in the financial system in areas with restricted access to physical bank branches. Millions of

people in developing nations now have access to banking services, including the ability to save, invest, and make payments, thanks in large part to mobile banking. By giving access to previously unattainable financial resources, this has the ability to improve communities. The premise that everyone should have access to basic banking services, regardless of geography or financial situation, is supported by e-banking's role in fostering financial inclusion, which has been a major contributor to its global growth and adoption.

2.0 Statement of problem

The researcher was considered the title of project and make the survey related banking and E-banking. Researcher was founded that the following problems faced by E- banking in their customer satisfaction as

1. Limited awareness and understanding of e-banking services among consumers in Parbhani District.
2. Challenges related to poor internet connectivity and technological infrastructure in semi-urban and rural areas.
3. Security concerns and mistrust in digital platforms affecting consumer confidence.
4. Inconsistent quality of service, including technical glitches and transaction delays.
5. Lack of user-friendly interfaces and support for less tech-savvy consumers.
6. Influence of demographic factors, such as age, education, and income, on e-banking adoption and satisfaction.
7. Gaps in promotional efforts by banks to effectively encourage the use of e-banking services in the region.

3.0 Objectives of the Study

3.1 Need of the Study

The fast expansion of digital banking and the growing dependence on electronic platforms for financial transactions need a study on customer satisfaction with e-banking services in Maharashtra, with particular reference to Parbhani district. It is important to know how satisfied customers are with e-banking services as more people in Maharashtra, especially in rural and semi-urban areas like Parbhani, switch to utilizing them. Banks can pinpoint areas for service delivery, security, and user experience enhancement by researching customer satisfaction. Better client connections and long-term growth in the digital banking

industry are the results of banks using this data to increase customer retention, lower complaints, and foster trust.

Additionally, as geographical variations can have a big impact on how e-banking services are viewed and used, it is crucial to look at customer satisfaction in a particular district like Parbhani. Customer experiences may be impacted by regional differences in elements like digital literacy, internet accessibility, and the availability of banking infrastructure. Policymakers, banks, and other financial institutions can better adapt their tactics to the particular requirements of the people of Parbhani by having a better understanding of these regional dynamics. Additionally, it will offer insightful information about how e-banking services can be tailored to meet the varied tastes of users, resulting in better service quality and increased financial inclusion in the area.

3.2 Significance of the Study

The significance of this study lies in its potential to provide valuable insights into consumer satisfaction with e-banking services, specifically in Parbhani district, Maharashtra. With the growing adoption of digital banking, understanding the factors that influence consumer satisfaction is crucial for banks to enhance their services and cater to the evolving needs of customers. This study will contribute to improving the quality of e-banking services, address consumer concerns, and guide policy decisions regarding financial inclusion in rural areas. The findings can also help financial institutions develop strategies to increase customer trust and satisfaction, ultimately driving the success of digital banking. Significance of the study is as fallows:-

1. Helps banks understand the factors influencing consumer satisfaction with e-banking services in Parbhani district.
2. Provides insights into the specific needs and challenges faced by rural and urban consumers regarding e-banking.
3. Supports financial institutions in enhancing customer experiences and improving service quality.
4. Contributes to the broader goal of financial inclusion by offering solutions tailored to the region's demographic and technological challenges.

3.3 Objectives of the Study

The consideration of need and significance of the study the researcher was frame following objectives of the study

1. To study E-Banking services provide by banks in Parbhani district.
2. To examine customer satisfaction level towards e banking services in Parbhani district.
3. To identify factors influencing customer satisfaction towards E-Banking services.
4. To understand the social economic characteristics of customers of E-banking users in Parbhani district.
5. To evaluate performance of E-banking services provided by various banks in study domain.
6. To focus on reasons for preparing E-Banking and the ratio of e-banking users in Parbhani district.
7. To suggest some measures to improve customer satisfaction towards E-Banking services in Parbhani district.

4.0 Hypothesis of the Research

1. E- banking services was adopted healthy practise services to improve the customer the customer satisfaction level in Parbhani district.
2. E- banking services from Parbhani district was provided transparent services to attract customer and increase their satisfaction level.

5.0 Research Methodology

It is more important than ever to study research methodologies because of the speed at which technology is developing and the increasing complexity of trade and business. The research approach is thought to be a helpful instrument for dealing with social and economic problems.

5.1 Meaning and Definition

Research technique is one tactic for systematically resolving business problems. One way to think of it is as the science of studying how science works. According to prof. C.R. Kothari, "research methodology refers to the various sequence steps to be adopted by researcher in studying a problem with the certain objects in view. The research technique focuses on commercial and social phenomena. It looks at how people act, feel, and react in different contexts as well as how they behave as members of society. Research methodology is used to both discover new facts and validate those that already exist.

Not only must researchers know how to design particular tests, calculate the mean, mode, median, and standard deviation on the chi square test, and use particular techniques, but they also need to know which of these methods are relevant and which are not, as well as what they would mean, indicate, and why. The researchers must also understand the assumptions that underpin various strategies, as well as the criteria by which they can decide which methods and approaches will and won't be effective in a particular circumstance. All of this suggests that since the methodology may differ based on the subject, the present researcher must develop it for his business or societal problems.

5.2 Data Collection

The data and information is collected for the present study through two main sources

1. Primary sources
2. Secondary sources

5.2.1 Primary

The core data was collected using a well-structured questionnaire and in-person interviews with bank managers and customers to find out how they felt about electronic banking services. It is an objective study on the survey approach with case studies of public, nationalized, and private banks in the Parbhani district of Maharashtra State.

Primary data, or information that the researcher directly gathers from the respondent, is obtained using the following methods:-

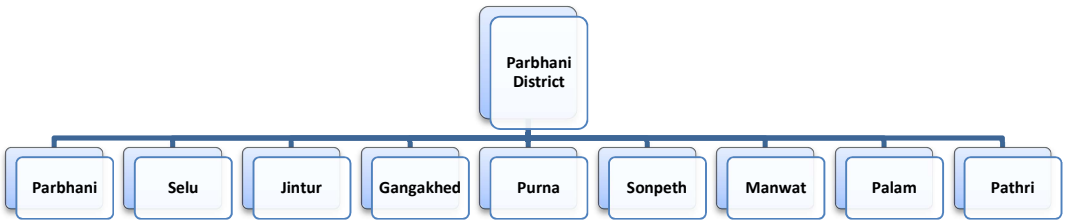
1. Questionnaire
2. Interviews
3. Opinion
4. Observation
5. Surveys
6. Schedule

5.2.2 Secondary

In addition to these primary methods, the following secondary data sources will be used to gather information for the study: research studies, books, journals, magazines, newspapers, online / offline journals, study materials, articles, web connections, etc.

5.3 Sample Selection

The researcher will use the sampling selection for analysing and interpretation of the data in the area of Parbhani district. For the purpose of the study primary data has collected from respondents selected randomly and conveniently applying the convenience sampling method. The respondents were selected from 9 taluka's of Parbhani district. Collected data are presented, analyzed and interpreted through the various statistical tools and techniques.



Primary source: - data collection

5.4 Tabulation Method

After the plan is execute and data is classified in the form of tables. The simple countable tables will be prepared and classified manually.

5.5 Statistical tools

The conclusions will be drawn by utilizing various statistical tools such as correlation, percentage, growth rates, average, graph, ratio, pie charts etc.

6.0 Scope and Limitation of the Study

The scope of the study is limited to Parbhani District and the period for the study is confined only 2020-21 to 2024-25. The scope of this study is limited to assess how consumers in Parbhani perceive and interact with e-banking services. The study will explore factors influencing customer satisfaction, such as ease of use, security, digital literacy, customer support, and regional infrastructure. It will also analyze the differences in satisfaction levels between urban and rural consumers in the district, taking into account the local socioeconomic and technological conditions. The findings will provide valuable insights for banks and policymakers to enhance e-banking services, improve financial inclusion, and foster greater adoption of digital banking in the region.

However, the study has certain limitations. One key limitation is the geographic focus on Parbhani district, which may not fully represent consumer satisfaction levels in other regions of Maharashtra or India. Additionally, factors such as internet connectivity issues, varying levels of digital literacy, and the fast-evolving nature of digital banking technologies could make it difficult to generalize the results over a longer period. The study's reliance on survey responses may also introduce bias due to limited sample size, participant availability, and self-reporting errors. Furthermore, the impact of new technologies such as blockchain, AI in banking, and the growing penetration of mobile-based banking services may not be fully captured due to the study's focus on more traditional e-banking services.

7.0 Tentative Chapters

1. Introduction
2. Review of Literature
3. Profile of Study Area
4. E- Banking services in India
5. Significance of E- Banking services
6. Customer Satisfaction in Banking Services
7. Findings, Conclusion and Recommendation

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Research Student

MRS. DIKSHA LIMBAJI BHADRAGE

Late Sow. Kamaltai Jamkar Mahila Mahavidyalaya,

Parbhani-431401. (MH)

Research Supervisor

DR. CHALINDRAWAR GANESH KISHANRAO

(M.Com. MBA., M. Phil., Ph.D.)

Associate Professor & Research Supervisor

Department of Commerce and Management Science

MSP Mandal's Shri Shivaji College, Parbhani.

E-Mail ID:- ganeshchalindrawar21@gmail.com